# Rise Kern Cultural Productions

**Project Title:** Rise Kern Cultural Productions 2023-2024 Season

**Grant Number:** 24.c.ps.180.786

**Date Submitted:** Tuesday, June 7, 2022

Request Amount: \$33,240.00

# A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

### **Application Type**

**Proposal Type: Discipline-Based** 

**Funding Category: Level 1** 

**Discipline: Sponsor/Presenter** 

Proposal Title: Rise Kern Cultural Productions 2023-2024 Season

# B. Contacts (Applicant Information) Page 2 of 12

### **Applicant Information**

a. Organization Name: Rise Kern Cultural Productions §

b. DBA: RK Cultural Productions

c. FEID: 47-1361675

d. Phone number: 305.519.4442

e. Principal Address: 4000 Towerside Terrace Miami, 33138

f. Mailing Address: 7560 SW 28 Street Miami, 33155

g. Website: www.RKCulturalProductions.org

h. Organization Type: Nonprofit Organization

i. Organization Category: Cultural Organization

j. County:MiamiDade

k. UEI: KV1KEEKM9343

I. Fiscal Year End Date: 12/31

### 1. Grant Contact \*

**First Name** 

Margie

**Last Name** 

Lopez

Phone 305.519.4442 Email mcdcare@aol.com

### 2. Additional Contact \*

**First Name** 

Rise

**Last Name** 

Kern

Phone 917.628.9473

Email RKern22@comcast.net

### 3. Authorized Official \*

4.1. Applicant	Status		
Organization	- Nonprofit		
4.2. Institutior	Туре		
Cultural Serie	s Organization		

**First Name** 

**Last Name** 

305.519.4442

mcdcare@aol.com

Margie

Lopez

Phone

Email

# C. Eligibility Page 3 of 12

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# D. Quality of Offerings Page 4 of 12

### 1. Applicant Mission Statement - (500 characters) \*

RK's mission is to enhance the cultural opportunities of Florida's residents and students and promote tourism by offering historically-rich classical and early music events typically only offered in Europe. Events are presented throughout Miami Dade County and are open to the public and accessible to all regardless of social or economic status. Our commitment is further evidenced by our two exceptional outreach programs Bach to School and Bach to Health.

### 2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Rise Kern Cultural Productions (RK) offers unique cultural experiences of early, baroque and classical music events in Florida by presenting concerts of this unique genre of music performed by artists revered worldwide.

In our 5<sup>th</sup> Season, 2023-24 Season, we will continue to offer 3 concerts (early, baroque, and classical) in ADA-approved venues that Miami's general public can access.

RK's Miami concerts ensure families unable to travel for financial or other reasons can learn about this genre of music while also offering local artists the opportunity to attend the highest-caliber performances of their genre, network, perform on a professional stage and earn a living without leaving their home state.

RK also offers a free educational outreach program, Bach to School (BTS), to K –the university students. BTS is presented in schools by visiting artists, connecting with students to encourage attendance at concerts, and cultivating an interest in early and baroque music's rich history and cultural teachings. All participants of BTS and their families receive free admission to all our concerts.

To better understand the importance of RK's mission, we point to the 2020 Census, with 25.8% of total residents living in poverty (per capita income of \$29,598). This places Miami Dade second-lowest median household income of the top 25 metro areas.

Miami's underserved students can be found in all area schools, public and private. We offer this program to all area schools, believing the arts are for all, regardless of social or economic status.

Since BTS's inception, over 7,500 Miami students have participated in schools, averaging student populations receiving free or reduced lunches between 52.3% - 83%.

The Knight Foundation's report titled "Community Ties, Understanding What Attaches People To The Place Where They Live." states, "Access to arts and cultural activities can boost satisfaction and lifestyle fit and relates to a more significant investment of time and resources in the community. "

We believe presenting our concerts and outreach programs to Miami audiences cultivates future generations of art lovers, which is essential to a healthy community.

We seek your continued support of a \$33,240 grant to RK's 23-24 Season, projected to reach over 3,000 individuals in Florida; with funds to be applied for artistic fees.

### 2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked. Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Goal 1: Continue to present excellence in three concerts during the 2023-24 Season with Internationally famous artists while devoting a minimum of one show to increasing opportunities for local artists.

Enriching our community with the exceptional and most OK world-revered early, baroque, and classical music artists and ensembles gives our residents and students to experience this rare art form usually only enjoyed in Europe.

Encourage local artists to study early music by providing concerts, masterclasses, and events with the best of this genre as mentors to keep this art form alive.

Contract our finest local artists to perform in RK's concerts, provide networking opportunities with world-recognized early music artists, and earn a living without leaving our city.

2. Expand Bach to School to 5 schools post-Covid, reaching 1250 students.

Return to live presentations in schools by our visiting artists, which have been restricted due to the Pandemic.

3. Combine resources and audiences with other non-profits, such as our new collaboration with Boston Early Music Festival, where we will begin presenting their semi-staged opera annually in Miami starting November 30, 2022.

This collaboration with Grammy-winner Boston Early Music Festival brings prestige to our organization and our State as a cultural destination.

Miami's annual BEMF presentation will be included in BEMF's marketing effort in Boston throughout the United States and worldwide.

Goal 4: Further community outreach with our Bach to Health program.

In collaboration with Baptist Cancer Center and various adult-living facilities, return once again to live performances to provide de-stressing opportunities for patients, doctors, and staff at each of these facilities.

### 2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

#### **Objectives for Goal #1:**

- 1. Seek 2 additional international master artists/ensembles in the genres of early, baroque, and classical music to contract and offer in concert to Florida's residents, students, and visitors. The third concert has been reserved for Boston Early Music Festival's semi-staged opera.
- 2. Our objective is to reach a diversity of "100 cultural virgins", meaning new audience members who have never experienced an early or baroque performance.

Have one of our local high caliber early, baroque, or local classical musicians perform on stage during our 2023-2024 stage, providing our community a sense of pride, allowing our artists a means to earn a living in Florida, and encouraging our students to study and possibly become a home-grown artist.

### Objectives for Goal #2:

- 1. Return to live, free performances in 5 schools by our visiting artists, which had to be ceased due to COVID.
- 2. Reach a minimum of 1,250 students in area schools and enhance music education with our program.
- 3. Provide a minimum of 1 masterclass to mentor higher education music students to become performing music professionals and educators.

### **OBJECTIVES FOR GOAL #3:**

- Continue collaborating with other local art organizations such as Dranoff Foundation, FIU School of Music, and Mainly Mozart, amongst others, to promote and share audience and resources.
- 2. Nurture our new collaboration with Boston Early Music Festival to ensure many more opportunities to present their semi-staged opera in South Florida, enhancing our cultural environment and increasing Florida's reputation of being a highly-desirable cultural vacation destination.

Seek two new collaborations with local non-profits during 2023-2024

#### Objectives for Goal #4:

- 1. Re-establish agreements with Baptist Concert Center to present Bach to Health live in the Cancer Center for patients, doctors, and staff, offering time of enjoyment and an opportunity to de-stress.
- 2. Negotiate with at least one performing artist to have a recorded performance available for patients unable to leave their rooms.
- 3. Re-establish agreements with at least one local adult-living facility in 2023-2024 to have them participate in Bach to Health.

### 2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

RK works year-round to ensure we continue to provide Florida families and students with the best and most diverse early, baroque, and classical music events.

Although RK's first concerts were offered in 2019, our executive director and general manager have over 60 years of combined experience presenting cultural events.

Beginning in early 2022, we began collecting information from various artists' management teams about possible tours in 2023-2024.

Because we are now recognized as a preferred Miami Early Music presenter. We have been receiving calls and emails from artist managers and artists alike inquiring about the possibility of performing for our organization in upcoming seasons.

By the end of 2022 (a year before the 2023-2024 Season), our management will review recent recommendations from prior audience surveys and communications, Board suggestions, availability of artists, our community's health (COVID) restrictions, availability of funds from donations and grants, and at that time we will make the decision on the three concerts and outreach events to be presented during June 1, 2023 - June 30, 2024.

Once the artists have agreed to travel and perform in Miami, our general manager then contracts local venues and hotels for lodging of artists, reserves period instruments for future rentals, and establishes a timeline for our marketing efforts. Co-sponsors are then contacted, and responsibilities are established.

Grants are secured, and any further funding opportunities are followed; donations are collected and earmarked (if noted by the supporters).

**Outreach Program - Bach to School:** 

Due to past successes with Bach to School and the enthusiasm of schools to join this program, our Outreach Director begins during the beginning of the school year to communicate with schools to discuss artists who will be in residence and the schedule of availability.

Harpsichords, viola de gamba, and other period instruments that may be needed are reserved for a rental, and educational handouts for students and teachers are prepared and distributed.

**Outreach Program Bach to Health:** 

Health organizations, living facilities, and hospitals are contacted about the availability of performances, and schedules are created.

Teachers, audiences, and followers are kept advised and encouraged to attend concerts and special events throughout the year.

Continuance of digital outreach is also being reviewed.

### 2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

RK is grateful to Miami Dade Cultural Affairs for their support beginning in 2019-2020 concert series with funding through 2 different programs, Community Grants and Tourist Development Grant.

In 2020, the TDC grant was not offered due to the COVID, but we did receive support from Community Grants, COVID relief from the County, and a MAS Grant for \$30,000.

In 2021, Cultural Affairs suggested RK to apply for a greater-funding grant, Miami Dade's DAN program, which supported our 2021-2022 Season.

In 2022, Miami Dade Cultural Affairs again invited us to move up in level gran to the Hannibal Cox, Jr. Grant, which we applied to for our 22-23 Season.

We enjoy the collaboration with FIU School of Music since our initial 2018-2019 series.

FIU School of Music co-sponsors events by contributing the venue, production, and music instruments. They also assist in our marketing efforts and welcome our masterclasses.

The City of Aventura extended a grant to RK for its presentation of Time For Three at the Aventura Cultural Arts Center, and has shown an interest in future event.

Miami Dade County School collaboration Bach to School:

Conchita Espinosa Academy, Emerson Elementary, Kenlakes Elementary, Richmond Heights Middle, Devonaire K-8, YMCA afterschool group of kindergarten/1 - Dunbar K-8, South Miami Sr., Coral Park Elementary, Gilbert Porter Elementary, Jack D. Gordon Elementary, Ruth K. Broad Bay Harbour, St. Johns on the Lake Church, St Patrick's.

Baptist Cancer Institute presents Bach to Health.

RK collaborates with Alhambra Orchestra, Dranoff 2 Piano Foundation, and Mainly Mozart cross-promoting each organization's events.

On a national level The Morgan Library and Boston Early Music Festival.

In 2021, Boston Early Music Festival (BEMF) approached RK to establish an ongoing collaboration in which RK would annually present BEMF's semi-staged opera series.

This recognition by this well-established Boston non-profit, Grammy-winner, and worldly-recognized leading arts organization brings our organization and the State of Florida prestige and opportunities.

The following radio stations collaborate with our marketing efforts: WLRN, WDNA, La Poderosa, PBS Channel 2.

RK receives the collaboration of many local businesses such as hotels, marketing, printers, graphic designers, etc. with reduced fees or in-kind donations.

We also receive collaboration from the community through volunteers and donations, Board and Advisory members.

## E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

1. What is the estimated number of events related to this proposal?
5
2. What is the estimated number of opportunities for public participation for the events?
10
3. How many Adults will participate in the proposed events?
2,250
4. How many K-12 students will participate in the proposed events through their school?
1,250
5. How many individuals under the age of 18 will participate in the proposed events outside of their school?
125

### 6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This

	6.1. Number of artists directly involved?					
	62					
	6.2. Number of Florida artists directly involved?					
	10					
Tc 36	otal number of individuals who will be engaged? 87					
7.	How many individuals will benefit through media?					
80	0					
8.	Proposed Beneficiaries of Project					
m	elect all groups of people that your project intends to serve directly. For each group, you can select one than one answer if applicable. If your project/program served the general public without a ecific focus on reaching distinct populations, then select the "No Specific Group" options.					
	8.1. Race Ethnicity: (Choose all that apply) *  No specific racial/ethnic group					
	8.2. Age Ranges (Choose all that apply): *  No specific age group.					
	8.3. Underserved/Distinct Groups: *  [ Individuals with Disabilities					
	✓ Individuals below the Poverty Line ✓ Individuals with Limited English Proficiency					
	✓ Military Veterans/Active Duty Personnel ✓ Youth at Risk					

9. Describe the demographics of your service area. (2000 characters)

employment.

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in

providing artistic services enter 0.

RK's primary service area is in Miami Dade County, although we draw patrons from all over Florida according to past audience surveys and reviews of ticket sales.

The students participating in Bach to School are 100% from Miami Dade County. And the Bach to Health outreach is currently in Miami Dade County, with plans to extend this outreach digitally throughout the State and possibly nationally in the future.

Miami Dade County's current population in 2022 is 2.7 million people.

As of the beginning of 2022, the estimated population in Miami Dade County is 2,723,200. Of this figure,

32.3% are children under the age of 18;

Senior citizens make up 25.1%,

Hispanic made up 62% of the population,

Whites 13.19%;

African Americans 15.79%.

Foreign-born residents make up 53.72%

According to the April 2020 Census, the median household income indicates \$\$53,975; 15.4% of total residents live in poverty (per capita income of \$29,598).

This places Miami-Dade County second-lowest median household income of the top 25 metro areas.

RK's pricing and outreach programs focus on reaching all Miami residents, regardless of age, race, socio and economic status, and is committed to providing unique and magnificent concerts and events to attract visitors to our area while enriching the economic and cultural lives of residents and business.

RK consistently contracts with artists of all nationalities, sexual preferences, races, and religions; and is only selective in artists being of the highest caliber performers.

# 10. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

RK's 2023-2024 budget of \$192,500 (90% of which stays in our local economy), is expected to provide local government with an estimated revenue of over \$18,217, and the State an estimated \$22,028, according to the Arts & Economic Prosperity 5 Calculator found on the Americans for the Arts' website.

The Prosperity Calculator further estimates total economic impact of expenditures between organization and audiences to be \$396,411.

This would include not only our budget, but the funds spent by visiting artists, audiences, and job created.

The same website determines that the total dollars of our budget to be spent during the grant period will provide the equivalent of 11 full time jobs (FTE) in our community.

We estimate jobs created by our organization during this period will be greater as we currently employ 2 full time positions, and we also contract with artists, technical and production contractors, photographers and video technicians, graphic designers, printers, hotels, venues, web designer and web master, instrument tuners, marketing consultants, and the list goes on and on.

RK's cultural events impact the State of Florida as a whole, with social media advertising on a national level, potential travelers seeking new and cultural experiences will learn of the cultural side our beautiful State has to offer besides our world recognized beaches and Orlando destinations.

<ul><li>In what counties will the project/program actually take place?</li><li>Miami-Dade</li></ul>
2. What counties does your organization serve?
Alachua
<b>⊘</b> Broward
Duval
Miami-Dade
Palm Beach
Sarasota
St. Lucie

# 13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

During our 2021 Season, all of our programming (3 concerts) were streamed on our YouTube channel and remained available for an extended period. This was provided free of charge to all who wished to view the concerts.

The opportunities to experience the impact our virtual programming had on our audiences during the Pandemic have created a desire to continue to provide future offerings.

This has to be negotiated with our visiting artists as they are very concerned with overexposure and copyright legalities.

We are currently negotiating with 2022 artists to allow for recording their concerts, and we hope to make those available for a shorter period via our YouTube channel.

Although this is a new tool for reaching RK audiences, it has become a priority our organization is carrying forward for both concert performances and outreach programs.

### 14. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

RK's impact has grown steadily since its initial series presented in 2019. We estimate to reach more than 6,000 residents and Florida's visitors (including students and virtual viewers) during our 2023-24 programming.

Our concerts and outreach programs in Miami Dade County offer cultural experiences to residents and visitors of the highest caliber usually only seen in Europe. We educate and nurture future art patrons with presentations provided by our in-school outreach program Bach to School.

We provide necessary de-stressing opportunities for our front-line medical professionals and staff in hospitals, medical facilities, and senior living facilities with Bach to Health presentations.

We entertain and provide a distraction for patients in hospitals and senior living facilities with Bach to Health outreach programing.

We offer free admission to our events for underserved students, families, and seniors in our community.

Offer local artists masterclasses, networking, and work opportunities.

Offer event professionals such as production, lighting, marketing, instrument tuners, graphic designers, print shops, mailing facilities, and work opportunities.

Evaluate ongoing programming and events to ensure it serves our target populations

Collaborate with other cultural organizations to enhance the reach of the arts in Florida and continue the different cultural organizations.

RK's 2023-2024 budget of \$192,800 (90% of which stays in our local economy) is expected to provide local government with an estimated revenue of over \$18,217 and the State an estimated \$22,028, according to the Arts & Economic Prosperity 5 Calculator found on the Americans for the Arts' website.

The Prosperity Calculator further estimates the total economic impact of expenditures between organizations and audiences to be \$396,411. This would incur the budget and the funds spent by visiting artists, audiences, and jobs created.

The same website determines that the total dollars of our budget to be spent during the grant period will provide the equivalent of 11full-time jobs (FTE) in our community.

We estimate jobs created by our organization during this period will be more significant as we currently employ two full-time positions. We also contract with artists, technical and production contractors, photographers and video technicians, graphic designers, printers, hotels, venues, web designers and web admins, instrument tuners, marketing consultants, and the list goes on and on.

RK's cultural events impact the State of Florida; with media advertising on a national and European level, potential travelers seeking new and cultural experiences will learn of the artistic side our beautiful State has to offer besides our world-recognized beaches and Orlando destinations

15.1. How are your marketing and promoting your organizations offerings? \*

### 15. Marketing and Promotion

Brochures

✓ Direct Mail
✓ Newspaper
Pay Per Click (PPC) Advertising
✓ Organic Social Media
✓ Paid Social Media
✓ Television
Other     Other
15.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)
How are you marketing and promoting your organizations offerings?

**Contact Mary-Marget at Miami Dade County:** 

Send in concert information to be listed in their participant book for both Golden Ticket and Culture Shock

• Miami Herald ( July 2023):

Send in concert information to Season of the Arts

(Miami Herald's subscribers total 176,000 daily/ 204,000 Sunday edition)

Update Facebook, and Instagram (July 2023)

Add concert information to events on social media

(Social media accounts were established in 2019 and have grown organically, although numbers of followers are not substantial, we expect continued growth)

• Email and Mailings (October 2023):

Constant Contact email announcing 2023-24 Concert Series (current in-house subscriber list has 1,618 emails) Update website with 2023 concert information.

Create concert brochures to be distributed to schools, corporations, hotels, and sponsors.

Contact the Various Consul Generals (October 2023)

Board of Directors to contact Consul Generals in Miami for those artists performing request assistance with distribution of eblast through Consul's office.

Request their presence at the concerts

Contact fellow non-profits (January, and March 2023)

Dranoff, Mainly Mozart, and Alhambra Orchestra to generate emails on our behalf, and in exchange, we will do the same for each of these organizations.

 Board Members (November 2023 – (March 2024) Board Members to distribute concert information and flyers

In addition to social media, local advertising, eblast through various collaborators and paid advertisers, and our board distributing brochures and information, we also ask artists to add us to their websites, social media, and other marketing efforts.

# F. Impact - Diversity, Equity and Inclusion Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

RK is committed to ensuring all events are accessible by all who wish to attend. All of our venues are ADA compliant and have sufficient seating for anyone with a disability and their companion.

The venues are visited prior to contracting to confirm signage, access, bathrooms, etc are all in order.

RK's website, and all printed and digital materials distributed have the appropriate icons indicating our desire to welcome and serve all, without discriminating in any fashion. Our telephone number is posted where someone needing extra assistance can call to reserve personal services needed.

We know first hand the need of the disabled as our administrator and many of our volunteers, as

well as

loyal followers are limited in their physical abilities. We also understand that not all challenges are visible, so this hits our organization on a very personal level.

2. Policies and Procedures				
⊚Yes				
ONo				

3. Staff Person for Accessibility Compliance

# 3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Margie Lopez

### 4. Section 504 Self Evaluation

- •Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- OYes, the applicant completed the Abbreviated Accessibility Checklist.
- ONo, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.
- 4.1. If yes, when was the evaluation completed? 11/1/2018
- 5. Does your organization have a diversity/equity/inclusion statement?
  - Yes

ONo

### 5.1. If yes include here. (500 characters)

Large print concert programs and assistance with accessibility is available upon request. Please contact us at Info@RKCulturalProductions.org or call 305-519-4442 at least 7 business days before concert.

Rise Kern Cultural Productions is an organization dedicated to diversity/equity/inclusion and does not discriminate. We invite everyone in the community to enjoy our presentations. For more information, please contact us.

6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)

Through our Bach to Health outreach programs we serve senior living facilities, hospitals, and institutions by providing recorded performances of our concerts.

With our recent experience of offering performances through our YouTube channel, we are in the process of negotiating with upcoming artists to offer participants of Bach to School and Bach to Health more events,

free of charge.

7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)

Our Board is made up of 4 women (2 of them Hispanic) and 2 men (1 Hispanic). We are seeking additional Board members to diverse our organization further.

We have the honor of having a diverse team of volunteers because of our "Welcome" policy.

We value the difference in all and respect all cultures, religions, sexual preferences, economic levels, etc. Our volunteers are a diverse and well mix of people and we work hard to make everyone

feel valued and equally important.

### G. Track Record Page 7 of 12

### 1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Since our first concerts presented in January 2019, RK has grown steadily even through COVID.

During the past 2 years, we continued presenting stellar Early and Baroque artists, free of admission, on our YouTube channel, committed to helping the artist by paying them their regular fees during this period, providing our patrons a distraction from the stresses we were all living.

RK received 2 PPP grants that helped maintain our employees and received the Florida ARP Assistance.

Miami Dade Cultural Affairs continued to fund us and received a one-time MAS grant of \$30,000.

Throughout 2020 and 2021 we experienced a decline in corporate and individual donations and admission revenue.

In 2021 we obtained an EIDL loan from SBA to provide financial stability and bridge us through this challenging situation; we also requested support from the State of Florida for the first time.

Our second application was submitted for our 2022-23 series, with the reviewing panel ranking us for funding of our requested \$25,000.

The 2021-22 grant was in support of our programming that included two live concerts and one digital concert, all of which have been presented.

The first concert was by a marvelous violinist, Blake Pouliot, co-sponsored by FIU School of Music.

The second concert was Tony Siqi Yun, a young piano prodigy, presented at the New World Center.

The third and final presentation was a digital premier by a Baroque ensemble called Acronym, a dedicated ensemble giving modern premieres of the wild instrumental *music* of the seventeenth century.

RK was approached by Boston Early Music Festival (BEMF) in 2021 to become BEMF's presenter of their Grammy-winning semi-staged annual opera series in Florida; and beginning November 30, 2022, RK, in collaboration with BEMF, will present BEMF's yearly series. This will be the 2<sup>nd</sup> of 3 concerts presented during our 2022-23 series.

This prestigious series has become RK's single biggest budgeted event. With 42 artists and staff traveling to Miami, artist fees, lodging, travel, and marketing, we are seeking the State's continued support with a grant for \$33,240.

This new venture brings many excellent opportunities for RK and our State. With plans to expand this series to other cities in Florida, RK will continue its growth and solidify its reputation as a leader in presenting Early Music in Florida.

### 2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Throughout 2020 and 2021 RK experienced a decline in corporate and individual donations and admission revenue.

To bridge the organization, we obtained an EIDL loan through SBA. At the same time, we continue to seek partnerships and collaborations which will help us lower out-of-pocket expenses.

During our 2021-22 Season presentation, there was again a surge of COVID and its variants; we saw how patrons were still uneasy about attending indoor concerts.

Our concerts mainly consist of Early and Baroque period instruments which need to be protected from the elements, especially humidity; therefore, we do not have the option of outdoor concerts.

However, our Board of Directors and Advisory Board have met. We are looking into ways of presenting classical music concerts in beautiful outdoor venues to accommodate those not comfortable with being inside and expand our reach to new audiences.

With our newly created partnership with the Boston Early Music Festival and the possibility of expanding this semi-staged opera series throughout our State, RK expects to receive a new source of revenue.

Since we announced our BEMF partnership and once again established our fundraising efforts, we have received pledges of \$45,000+.

With our five-year track record, we seek additional funding from foundations, corporations, and individuals to re-establish a suitable cash reserve and begin obtaining funds to create an endowment for the organization.

We expect to have the organization stabilized once again to better than pre-Covid condition within the next five years with the repayment of the EIDL loan.

### 3. Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Our objectives' success will be measured by data collected (7/1/2023 - 6/30/2024) and reviewed by our General Manager and Executive Director.

### Objectives:

- 1. Present three concerts during the 2023-43 season.
- 2. Present internationally famous artists while devoting one concert to increasing opportunities for local artists.

The attendance will measure the successes of the previous 2 objectives at each event, on-site surveys, emailed surveys, reviewing ticket information to ascertain each audience member's home location.

In 2020-2021, our YouTube channel became a valuable tool in reaching audience members; we plan to continue to upload concerts as artist contracts permit. Digital presentations are evaluated based on viewings and comments received.

Tracking opportunities created by each event, including outside vendors' staff directly associated with the performances.

Objective #3 Expand Bach to School to reach 1250 students.

Success will be measured by interest, participation, and how many students are reached. Surveys of faculty and students will rate the quality of presentations and their desire to learn more on the topic.

The faculty surveys will indicate the impact on classroom conversations and lessons initiated by the presentations.

Objective #4: Expand Bach to Health to include senior living facilities.

Success will be measured by the number of organizations participating, information obtained from interviews, and conversations with staff and administrators of hospitals and other facilities regarding the impact and degree of interest expressed by patients and staff.

Objective #5 Expand marketing efforts to include national and international audiences.

Success will be measured by data obtained through social media and interaction nationally and internationally with paid ads.

Objective #6 Combine resources and audiences with other non-profits.

Collaborations with other organizations and reviewing the number of opened emails with click-through. We will be able to plan for future programming, ensuring reach and impact to targeted audiences. It will also provide possible adjustments to reach the stated mission and ensure future expansion and longevity.

3.1. Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)

We expect the outcome of Season 2023-2024 to be a success, with the addition of BEMF's opera series and the end of Covid. We hope to see our patrons return to in-door concerts with great excitement and the welcoming of new audiences.

The success of the project will be determined by patrons' attendance at events, data collect on-site by conversations, surveys, and interest in future events.

The educational outreach program, Bach to School, is expected to be back in full force by the 2023-24 Season, and we hope to serve 1250 area students.

The quality of school programming will be determined by scoring presentations by students, faculty, and administrators. Participating artists will also be asked to score students' interactions during school visits.

Back to Health is also to return to serve one area medical center and 3 adult-living facilities. A successful program would entail servicing at least 1300 patients combined in participating center.

Collaborations, donations, number of volunteers, and grant funding will also indicate the Season's success. We hope to see an increase of 5% for donations from the previous year; collaborations increased with two new organizations, and volunteers increased by 3%.

### 4. Completed Fiscal Year End Date (m/d/yyyy) \* 12/31/2021

5. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	\$60,000	\$60,000	\$60,000
2.	Personnel: Programmatic	\$20,000	\$10,000	\$10,000
3.	Personnel: Technical/Production	\$1,450	\$3,000	\$3,000
4.	Outside Fees and Services: Programmatic	\$15,000	\$65,000 \$80,0	
5.	Outside Fees and Services: Other	\$7,721	\$8,500	\$7,500
6.	Space Rental, Rent or Mortgage	\$3,500	\$3,500	\$2,000
7.	Travel	\$4,647	\$6,500	\$5,500
8.	Marketing	\$5,143	\$9,143	\$9,000
9.	Remaining Operating Expenses	\$5,000	\$5,880	\$5,500
A.	Total Cash Expenses	\$122,461	\$171,523 \$182,500	
В.	In-kind Contributions	\$10,000	\$10,000	\$10,000

_				
C.	Total Operating Expenses	\$132,461	\$181,523	\$192,500
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$234	\$5,200	\$9,000
11.	Revenue: Contracted Services			\$6,000
12.	Revenue: Other	\$44,742		\$13,000
13.	Private Support: Corporate	\$5,946	\$2,500	\$2,500
14.	Private Support: Foundation	\$3,000	\$3,000	\$5,000
15.	Private Support: Other	\$23,145	\$52,000	\$69,260
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$12,000	\$25,000	\$33,240
18.	Government Support: Local/County	\$11,288	\$15,000	\$30,000
19.	Applicant Cash	\$22,606	\$68,823	\$14,500
D.	Total Cash Income	\$122,961	\$171,523	\$182,500
В.	In-kind Contributions	\$10,000	\$10,000	\$10,000
E.	Total Operating Income	\$132,961	\$181,523	\$192,500

### 6. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

During the past 2 years of Covid we have had a reduction of income from both donations and admissions. In 2021 we received an EIDL Loan from SBA which accounts for the cash on hand of \$68,823 during this fiscal year.

During this current fiscal year, October 2022 we will begin our 2022-2023 Season and although we have marvelous concerts planned we are showing an reserved figure for anticipated admission revenue. We believe it will mostly depend on the status of the pandemic as to whether or not 100% of our patrons return to in-door concerts.

We also receive much more support in-kind, but since we are requesting \$33,240 we are only showing 10% or less as allowed.

In pre-Covid years, we have spent on average \$25,000 to \$30,000 in artistic fees. However, with the addition of BEMF's semi-staged presentation beginning November 2022, we increased our budget to account for BEMF's fees.

"Other Revenue" noted in 2021 fiscal year were one-time Covid grants received. The \$13,000 shown in 2023 under the same category is the fee expected to receive from the expansion of BEMF's series in Florida.

### 7. Paid Staff

Organization has no paid management staff

Colganization has no paid management stam
OOrganization has at least one part-time paid management staff member (but no full-time)
Organization has one full-time paid management staff member
Organization has more than one full-time paid management staff member
8. Hours *
●Organization is open full-time
Organization is open part-time
9. Does your organization have a strategic or long range plan?
<b>⊚</b> Yes
ONo

10. Rural Economic Development Initiative (REDI) and Underserved Waiver

OYes

## H. Budget Page 8 of 12

### 1. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization
- c. In-kind (the value of donated goods and services)
- d. Save each individual line within the budget.
- e. To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

### 1.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General Manager	\$0	\$60,000	\$0	\$60,000
	Tot	als: \$0	\$60,000	\$0	\$60,000
1.2	. Personnel: Programmatic *				
		Grant	Cash	In-Kind	
#	Description	Funds	Match	Match	Total
1	Artistic Director	\$0	\$10,000	\$0	\$10,000
	Tot	als: \$0	\$10,000	\$0	\$10,000

### 1.3. Personnel: Technical/Production \*

#	Description		Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Director		\$0	\$3,000	\$0	\$3,000
		Totals:	\$0	\$3,000	\$0	\$3,000
1.4.	Outside Fees and Servi	ces: Progra	mmatic *			
			Grant	Cash	In-Kind	
#	Description		Funds	Match	Match	Total
1	Artists Fees		\$33,240	\$46,760	\$0	\$80,000
		Totals:	\$33,240	\$46,760	\$0	\$80,000
1.5.	Outside Fees and Servi	ces: Other *	ŧ.			
			Grant	Cash	In-Kind	
#	Description		Funds	Match	Match	Total
1	Accountant		\$0	\$3,000	\$0	\$3,000
2	Webmaster		\$0	\$1,500	\$0	\$1,500
3	Graphic Designer		\$0	\$2,000	\$0	\$2,000
4	Production		\$0	\$1,000	\$0	\$1,000
		Totals:	\$0	\$7,500	\$0	\$7,500
1.6.	Space Rental (match on	nly) *				
#	Description		Cash I	Match	In-Kind Match	Total
1	Venues		\$	52,000	\$10,000	\$12,000
		Totals:	\$	62,000	\$10,000	\$12,000
1.7.	Travel (match only) *					
#	Description		Cash	Match	In-Kind Match	Total
1	Artist Lodging in Miami		•	\$4,000	\$0	\$4,000
		Totals:	•	55,500	\$0	\$5,500

#	Description	Cash	Match	In-Kind Match	Total
2	In County Travel		\$1,500	\$0	\$1,500
	To	otals:	\$5,500	\$0	\$5,500
1.8.	Marketing *				
		Grant	Cash	In-Kind	
#	Description	Funds		Match	Total
1	Printed Ads	\$0	\$5,000	\$0	\$5,000
2	Digital Ads	\$0	\$2,000	\$0	\$2,000
3	Radio Ads	\$0	\$2,000	\$0	\$2,000
	Tot	als: \$0	\$9,000	\$0	\$9,000
1.9.	Remaining Proposal Expens	es *			
		Grant	Cash	In-Kind	
#	Description	Funds	Match	Match	Total
1	Insurance	\$0	\$1,500	\$0	\$1,500
2	Subscriptions/fees	\$0	\$2,500	\$0	\$2,500
3	Instrument Rental and Tuning	\$0	\$1,500	\$0	\$1,500
	Tot	als: \$0	\$5,500	\$0	\$5,500

### 1.10. Amount of Grant Funding Requested:

\$33,240

### 1.11. Cash Match:

\$149,260

### 1.12. In-Kind Match:

\$10,000

### 1.13. Match Amount:

\$159,260

### 1.14. Total Project Cost:

\$192,500

### 2. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

### 2.1. Revenue: Admissions \*

			Cash Match	Total	
#	Description		Cash Malch	Total	
1	Concert Admissions		\$9,000	\$9,000	
		Totals:	\$0	\$9,000	\$9,000
2.2. F	Revenue: Contracted Ser	vices *			
#	Description		Cash Match	Total	
1	Program Book Ads		\$6,000	\$6,000	
		Totals:	\$0	\$6,000	\$6,000
2.3. F	Revenue: Other *				
#	Description		Cash Match	Total	
1	Presenter fees		\$13,000	\$13,000	
		Totals:	\$0	\$13,000	\$13,000
2.4. F	Private Support: Corpora	te *			
#	Description		Cash Match	Total	
1	Local Corporate Support		\$2,500	\$2,500	
					•

Totals:

\$0

\$2,500

\$2,500

### 2.5. Private Support: Foundation \*

#	Description		Cash Match	Total		
1	Foundation Support		\$5,000	\$5,000	_	
		Totals:	\$0	\$5,000		\$5,000
2.6. P	Private Support: Other *					
#	Description		Cash Match	Total		
1	Individual Private Donors		\$69,260	\$69,260		
		Totals:	\$0	\$69,260		\$69,260
2.7. C	Sovernment Support: Fed	leral *				
2.8. <b>G</b>	Government Support: Reç	gional *				
#	Description		Cash	Match	Total	
1	0			\$0	\$0	•
		Totals:		\$0	\$0	\$0
2.9. G	Sovernment Support: Loc	cal/County *				
#	Description		Cash Match	Total		
1	Miami Dade County Cultura	l Affairs	\$30,000	\$30,000		
		Totals:	\$0	\$30,000		\$30,000
2.10.	Applicant Cash *					
#	Description		Cash Match	Total		
1	Cash on Hand		\$14,500	\$14,500		
		Totals:	\$0	\$14,500		\$14,500

### 2.11. Total Project Income:

\$192,500

### 2.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
Α.	Request Amount	\$33,240	\$33,240	17%
В.	Cash Match	\$149,260	\$149,260	78%
	Total Cash	\$182,500	\$182,500	95%
C.	In-Kind	\$10,000	\$10,000	5%
	Total Proposal Budget	\$192,500	\$192,500	100%

### 3. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

We were hoping for a \$40,000 grant from this program, however, the system is notifying us we are only eligible for \$33,240. If there are any discrepancies in requested amount that is why.

Pre-Covid our artistic fees normally were \$25,000 - \$35,000. The jump is due to the addition of BEMF's Grammy-winning series to our programing.

RK's in-kind is much more than that listed. In addition to the \$10,000 FIU School of Music in-kind, we also receive the following:

Rise Kern, Artistic Director: \$20,000 In-Kind

WDNA, Radio sponsor: \$3,000 In-Kind

La Poderosa, Radio sponsor: \$1,500 In-Kind

Mike Karpel, Accountant: \$3,000 In-Kind

Emilio Torres, Logistic Director: \$5,000 In-Kind

Maria Gutierrez, Video Technician: \$3,000 In-Kind

FIU School of Music, period instrument rental: \$3,800 In-Kind

Wertheim Concert Hall, production staff and equipment: \$2,500

## I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- Title: A few brief but descriptive words. Example: "Support Letter from John Doe".
- Description: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- File: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content	Format/extension	Maximum
Type	FOIIIIal/exterision	size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

### 1. Required Attachment List

Please upload your required attachments in the spaces provided.

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Updated W9.pdf	34 [KB]	6/7/2022 4:01:20 PM	View file

### 1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
RK CLUTURAL PRODUCTIONS Filed copy for 2020.pdf	626 [KB]	6/7/2022 4:02:45 PM	View file

### 2. Support materials (required)\*

File	Title	Description	Size	Туре	View (opens in new window)
RK Brand Deck - V1 COLOR FINAL1.pdf	RK's Brand Deck	A closer look at who we are and what we do	4728 [KB]		View file
Sample Survey and Evaluation Template.pdf	Sample Survey and Evaluation Template	Same of questions asked on survey distributed at events and also emailed through SurveyMonkey	510 [KB]		View file
20200301_192518.mp4	Venice Baroque Orchestra	A clip showing the quality of programming presented in past years.	261606 [KB]		View file
20200301_210139.mp4	Venice Baroque Orchestra co- sponsored by FIU School of Music	Presented March 1, 2020, right before the world shut down due to Covid	410093 [KB]		View file
ACRONYM Ad Astra RISE PROMO w SPONSORS.mp4	Acronym Baroque Ensemble	Trailer ad for digital concert, with recognition of State of Florida's contribution at the end	85837 [KB]		View file
Flyer.jpg	Acronym's marketing flyer	Distributed more than 3000 flyers locally and also posted on our social media accounts	47 [KB]		View file
Digital Program Book for Blake RK_CulturalProduction Bookletpdf	Blake Pouliot	Digital program book provided before concert date. This reduced the number of program books printed for the concert, benefiting our planet and also reducing our printing budget. This is our typical program book format.	1345 [KB]		View file

File	Title	Description	Size	Туре	View (opens in new window)
Yony Siqui Yun Flyer 7X9.jpg	Tony Siqi Yun	Flyer for pianist presented at the New World Center	453 [KB]		View file

2.1.

# J. Notification of International Travel Page 10 of 12

### Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

### 1. Notification of International Travel

☑ I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

# K. Florida Single Audit Act Page 11 of 12

### Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

### 1. Florida Single Audit Act

☑ I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

## L. Review & Submit Page 12 of 12

### 1. Guidelines Certification

☑ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

### 2. Review and Submit

☑ I hereby certify that I am authorized to submit this application on behalf of Rise Kern Cultural Productions and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)
Margie Lopez